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publications

	titolo	year
Journal paper	A Method for the Management of Service Innovation Projects in Mature Organizations	2011
papier de conférence	Management of Service Innovation Projects: A Case Study from a German Financial Service Provider	2010
	Management of Service Innovation Projects: A Case Study from a German Financial Services Provider	2010
	A Maturity Model for the Internationalization of Customer Care in the Automotive Industry	2009
	Design Rules for User-Oriented IT Service Descriptions	2009
	Service Consumer Model: Understanding and Describing Consumers for New Service Development	2009

progetti

	titolo	tipo
completato	Customer Management	progetto di ricerca applicata
	Customer Management 2	progetto di ricerca applicata